

Program A: Business Services Program

Unless otherwise indicated, all objectives are to be accomplished during or by the end of FY 2003-2004. Objectives may be key or supporting level. The level of the objective appears after the objective number and before the objective text.

Performance indicators are made up of two parts: name and value. The indicator name describes what is being measured. The indicator value is the numeric value or level achieved within a given measurement period. For budgeting purposes, performance indicators are shown for the prior fiscal year, the current fiscal year, and alternative funding scenarios (continuation budget level and Executive Budget recommendation level) for the ensuing fiscal year of the budget document. Performance indicators may be key, supporting, or general performance information level. Key level is indicated by a "K" in the "Level" column of the standard performance indicator table. Supporting level is indicated by an "S" in the "Level" column of the standard performance indicator table. General Performance Information indicators appear in tables labeled as General Performance Information.

DEPARTMENT ID: Department of Economic Development

AGENCY ID: 05-252 Office of Business Development

PROGRAM ID: Program A: Business Services

1. (KEY) Through the Business Retention and Assistance activity, to provide timely and accurate information to assist 300 Louisiana companies in marketing products and services to new markets outside of Louisiana.

Strategic Link: Relates to Program Goal 1: *To encourage access to international marketing opportunities*

Louisiana: *Vision 2020* Link: Relates to Objective 3.1: *To increase personal income and the number and quality of jobs in each region of the state*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
6998	K	Number of Louisiana companies assisted in exporting	100	340	100	100	300	300
1033	K	Number of trade opportunities developed	1,000	1,635	1,000	1,000	1,000	1,000
14037	S	Export sales of companies assisted (in millions)	Not applicable ¹	Not applicable ¹	\$5	\$5	\$5	\$5

¹ This is a new performance indicator for FY 2002-2003, therefore there are no prior year standards and no prior year actuals. Export sales will be reported by assisted companies beginning in FY 2002-2003.

DEPARTMENT ID: Department of Economic Development

AGENCY ID: 05-252 Office of Business Development

PROGRAM ID: Program A: Business Services

GENERAL PERFORMANCE INFORMATION: International Trade						
LaPAS PI CODE	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES				
		PRIOR YEAR ACTUAL 1997	PRIOR YEAR ACTUAL 1998	PRIOR YEAR ACTUAL 1999	PRIOR YEAR ACTUAL 2000	PRIOR YEAR ACTUAL 2001
14042	State merchandise exports (in billions) ¹	\$4.4	\$4.4	\$3.9	\$3.9	\$4.0
14043	Total exports for all commodities (in billions) ²	Not available	\$16.8	\$15.8	\$16.8	\$16.6

¹ Source: U. S. Department of Commerce, International Trade Administration. Sales from the Export Locator (EL) series. EL methods track exports from the zip code of origin.

² Source: Massachusetts Institute for Social and Economic Research (MISER). Sales from the Origin of Movement (OM) series. OM methods track exports from the transportation origin. Louisiana is a major port state so nonmanufactured exports (such as grain) are high.

DEPARTMENT ID: Department of Economic Development
 AGENCY ID: 05-252 Office of Business Development
 PROGRAM ID: Program A: Business Services

2. (KEY) Through the Regional Representatives (Local Partners) activity, to support the efforts of the Department as measured by a 75% satisfaction rating of local officials.

Strategic Link: Relates to Program Goal 2: *To expand and communicate available services to our customers*

Louisiana: *Vision 2020* Link: Related to Objective 3.1: *To increase personal income and the number and quality of jobs in each region of the state* and to Objective 3.2: *To decrease levels of unemployment and the poverty level in each region of the state.*

Children's Budget Link: N/A

Other Link(s): N/A

Explanatory Note: Collaborative activities with local development officials will assist local communities in their efforts to create jobs and investments throughout all regions of the state.

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
14047	K	Percentage of local officials reporting satisfaction with the services of local partners	Not applicable ¹	Not applicable ¹	75%	75%	75%	75%
12550	S	Number of projects involving local development officials	208 ²	326 ³	416	416	416	416
12551	S	Number of collaborations/interactions on projects	48 ²	104 ³	96	96	96	96

¹ This is a new performance indicator in FY 2002-2003, therefore there are no prior year performance standards or prior year actuals. The satisfaction level of local officials will be determined by a survey conducted in FY 2002-2003; the performance standard is based on the Department's desire to have at least a 75% satisfaction level.

² The performance standard for FY 2001-2002 is for 6 months of activity.

³ There was an existing pool of locally initiated projects and collaborations requiring assistance from the regional representatives upon their arrival at the Department. This is indicative of the high demand for the Local Partner activity. Once the regional representatives assisted the local development officials in completing those projects and collaborations, the activity reverted back to an average of four projects and one collaboration per month for each regional representative.

DEPARTMENT ID: Department to Economic Development
 AGENCY ID: 05-252 Office of Business Development
 PROGRAM ID: Program A: Business Services

3. (KEY) Through the Small and Emerging Business Development (SEBD) initiative, to exceed the national survival rate of assisted businesses annually.

Strategic Link: Relates to Program Goal 3: *To increase the formation, growth and survival rates of Louisiana-based businesses*

Louisiana: Vision 2020 Link: Relates to Objective 3.1: *To increase personal income and the number and quality of jobs in each region of the state*

Children's Budget Link: N/A

Other Link(s): N/A

Explanatory Note: In order to assist small and emerging businesses to become competitive, the SEBD certifies small and emerging businesses that meet the requirements of R.S. 51:1751, 52(3)(4), and R.S. 1754 regarding size and ownership. Once certified as a small and/or emerging business, the company becomes eligible for specific resource assistance from the Department, such as business plan development, marketing plans, financial projection statements as well as computer and accounting training, among other activities. This assistance is offered through state-wide Small Business Development Centers (SBDCs) and approved service providers.

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
1008	K	Number of small businesses certified	114	123	114	114	114	250
1011	K	Number of certified small and emerging businesses provided specific assistance	117	159	117	117	117 ³	220
6983	S	Number of applications for certification generated	125	124	125	125	125	265
8741	S	Number of certified small and emerging businesses monitored	64	65	64	64	64	125
14399	K	Percentage by which certified companies 2-year survival rate exceeds similar companies ¹	Not applicable ²	31%	10%	10%	10%	10%

¹ The national standard for 2-year survival rate for all companies is 66% according to a 1997 study conducted by the Small Business Administration, Office of Advocacy. For companies certified since July 1, 2000, there is a 97% survival rate, which exceeds the national standard by 31%.

² This performance indicator did not appear under Act 12 of 2001 and does not have a performance standard for FY 2001-2002.

³ A CB-7 is submitted to allow for an increase in the number of businesses provided specific assistance to a total of 220 businesses; which will allow for all 114 newly certified and 106 previously certified businesses to obtain assistance.

DEPARTMENT ID: Department of Economic Development
 AGENCY ID: 05-252 Office of Business Development
 PROGRAM ID: Program A: Business Services

4. (KEY) Through the Small Business Bonding (SBB) initiative, to provide \$900,000 of bonding assistance through bonding guarantees for 9 projects.

Strategic Link: Relates to Program Goal 3: To increase the formation, growth and survival rates of Louisiana-based businesses

Louisiana: Vision 2020 Link: Relates to Objective 3.1: To increase personal income and the number and quality of jobs in each region of the state

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
6984	K	Number of bond guarantees provided	9	3 ²	16	16	9 ⁵	9
1009	K	Amount of bond guarantees provided ¹	\$410,000	\$279,907 ²	\$1,200,000	\$1,200,000	\$900,000	\$900,000
14400	S	Default rate (3-year rate) ⁴	Not applicable ³	15.38%	15.00%	15.00%	15.00%	15.00%

¹ These funds are used to provide the guarantees on bonds issued by surety companies.

² The dollar amount of bond guarantees provided were lower than expected due to delays in negotiations with surety association and bonding companies to improve the legal documentation governing the program. Targets were adjusted down to 3 and \$250,000.

³ This performance indicator did not appear under Act 12 of 2001 and does not have a performance standard for FY 2001-2002. Default rate for small business bonding is calculated as the number of defaults as

⁴ According to the Surety Association of Louisiana, the surety industry national default rate in the traditional market is approximately 30%.

⁵ A CB-8 is submitted to bring the funding level back to \$1.2 million. The number of bond guarantees is 16 for Fiscal Year 2002-2003, but it is based on an appropriation level of \$1.2 million and an average guarantee of \$75,000. The continuation level of funding is \$900,000. There has been an increase in the average size of the bond, which is moving closer to \$100,000 per guarantee.

DEPARTMENT ID: Department of Economic Development
 AGENCY ID: 05-252 Office of Business Development
 PROGRAM ID: Program A: Business Services

5. (SUPPORTING) Through the Small Business Development Centers (SBDC's) to obtain a ratio of 15:1 between private sector financing generated by assisted businesses and state funding of SBDC's.

Strategic Link: Relates to Program Goal 3: *To increase the formation, growth and survival rates of Louisiana-based businesses*

Louisiana: Vision 2020 Link: Relates to Objective 3.1: *To increase personal income and the number and quality of jobs in each region of the state*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
7012	S	Number of businesses assisted through counseling through SBDC's	3,500	4,297 ¹	3,500	3,800 ⁴	3,800	3,800
7011	S	Number of individuals trained through SBDC's	6,000	7,887	6,000	6,060	6,060	6,060
14401	S	Percentage of individuals trained reporting satisfaction with training	Not applicable ²	Not applicable ²	75%	75%	75%	75%
14402	S	Percentage of individuals trained reporting satisfaction with training	Not applicable ³	85% ³	85%	85%	85%	85%
New	S	Private financing generated per state dollar invested	Not applicable ⁵	Not applicable ⁵	Not applicable ⁵	Not applicable	\$15	\$15

¹ Staff previously met with the representative(s) of each emerging business for a one-hour initial counseling session. During these sessions, similar, basic business start-up information is imparted to each client (such as identification of needed licenses and permits). Nearly 65% of the clients did not need to return for further counseling. The SBDC's implemented standardized one-hour training sessions in order to consolidate these basic services and eliminate duplication/overlap of services. This freed up staff to conduct more detailed counseling sessions for those remaining clients who need more extensive counseling time (such as filling out loan applications, etc.).

² This performance indicator did not appear under Act 12 of 2001 and does not have prior year performance standards. Satisfaction level will be determined by a survey which will be conducted in FY 2002-2003, therefore there is no prior year estimate. Performance standards are based on the Department's desire to have at least a 75% satisfaction level for businesses assisted.

³ This performance indicator did not appear under Act 12 of 2001 and does not have prior year performance standards. The value listed is based on survey responses from individuals trained.

⁴ This performance indicator was revised by an August 15th Performance Standard Adjustment approved on September 19, 2002

⁵ This performance indicator measures progress toward a new initiative that begins in FY 2003-2004. The indicator did not appear under Act 12 of 2001 or Act 13 of 2002 and does not have performance standards for FY 2001-2002 or FY 2002-2003.

DEPARTMENT ID: Department of Economic Development
 AGENCY ID: 05-252 Office of Business Development
 PROGRAM ID: Program A: Business Services

6. (KEY) Through the Technology, Innovation and Modernization (TIM) activity, to achieve an 85% satisfaction rating from stakeholders.

Strategic Link: Relates to Program Goal 4: *To increase collaboration between business and post-secondary institutions*

Louisiana: *Vision 2020* Link: Relates to Objective 2.6: *To increase the formation, growth and survival rates of technology-driven companies*

Children's Budget Link: N/A

Other Link(s): N/A

Explanatory Note: Technical assistance and accurate information is supplied in order to increase the formation, growth and survival rates of technology-based businesses. Cooperative Research and Development Agreements (CRADAs) are private companies working with government agencies on R&D projects.

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
New	K	Satisfaction level of stakeholders	Not applicable ¹	Not applicable ¹	Not applicable ¹	Not applicable ¹	85%	85%
1003	K	Number of technology assistance requests processed through the Louisiana Technology Transfer Office (LTTO)	250	260	250	250	250	250
10220	S	Number of technologies licensed and CRADAs formed from federal agencies with Louisiana companies through LTTO	5	5	5	5	6	6
New	S	Dollar amount of Small Business Innovative Research (SBIR) grants approved through LTTO (in millions)	Not applicable ³	Not applicable ³	Not applicable ³	Not applicable ³	\$4.5	\$4.5
6961	K	Number of startup companies assisted through the Louisiana Partnership for Technology and Innovation (LPTI) activity	25	25	25	25	25	25
6964	S	Number of emerging or growing technology-based companies connected to seed or venture capital providers through LPTI	15	15	15	15	15	15
6965	K	Number of Louisiana research universities assisted through LPTI	5	5	5	5	5	5
12567	S	Interactions of TIM staff to develop collaborative ² partnerships	12	12	12	12	12	12
14403	S	Number of technology projects or initiatives focused on or in rural areas	Not applicable ⁴	Not applicable ⁴	3	3	3	3

¹ This performance indicator measures progress toward a new initiative that begins in FY 2003-2004. The indicator did not appear under Act 12 of 2001 or Act 13 of 2002 and does not have performance standards for FY 2001-2002 or FY 2002-2003. The standard is based on the Department's desire to have at least an 85% satisfaction level among stakeholders.

² TIM staff interactions are with universities, community technical colleges, Board of Regents, Research Foundations, industries and economic/community development entities, etc. To (a) accelerate the development of collaborative partnerships needed to maximize the number of research discoveries commercialized and placed into the marketplace through Louisiana companies, and (b) facilitate post-secondary/community/industry collaborations with the goal of increasing local ability and capacity to compete in a technology-led economy.

³ This performance indicator measures progress toward a new initiative that begins in FY 2003-2004. The indicator did not appear under Act 12 of 2001 or Act 13 of 2002 and does not have performance standards for FY 2001-2002 or FY 2002-2003.

⁴ This was a new performance indicator for FY 2002-2003, therefore there is no prior year performance standard.

DEPARTMENT ID: Department of Economic Development
 AGENCY ID: 05-252 Office of Business Development
 PROGRAM ID: Program A: Business Services

7. (KEY) Through Economic Development Grants Services, to assist Louisiana entities to acquire \$8 million in grant funds to support economic development in the state.

Strategic Link: Relates to Program Goal 3: *To increase the formation, growth and survival rates of Louisiana-based businesses*

Louisiana: *Vision 2020* Link: Relates to Objective 2.7: *To diversify Louisiana's economy through strategic investments in targeted technology areas*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
14420	K	Economic Development dollars brought into Louisiana through competitive grants (in millions) ²	\$0 ¹	\$0 ¹	\$8 ³	\$5 ⁴	\$8	\$8
14421	S	Number of new grant awards	0 ¹	0 ¹	12 ³	8 ⁴	12	12

¹ This was a new activity for the Department beginning in FY 2002-2003. Although there were several grant applications in process, there were no grant awards and related funding during FY 2001-2002 because the awards could not be realized prior to the fiscal yearend. However, no funds were appropriated in Act 13 of 2002. An August 15th adjustment approved in September, 2002, lowered the FY 2002-2003 standards.

² This indicator represents the grant funds to be acquired by Louisiana businesses, local governments, non-profit organizations with the assistance of the Department's Grant Services section. Competitive grant programs include SBIR, Federal competitive programs such as HUD, COPS and HRD, as well as the private sector such as foundations.

³ Recommended budget level standards were based on the inclusion of \$897,000 in a Economic Development Grant Matching Program. The program would have allowed non-competitive communities and institutions to access economic development grant dollars that they would otherwise be unable to access without support. It was estimated that matching funds would average approximately \$225,000 per grant award.

⁴ House Appropriations Committee Amendment #719 of the 2002 Regular Session eliminated the funding for the Economic Development Grant Matching Program.

DEPARTMENT ID: Department of Economic Development
 AGENCY ID: 05-252 Office of Business Development
 PROGRAM ID: Program A: Business Services

8. (KEY) Through the Communication and Research activity, to create a positive image of Louisiana, and to achieve at least a 90% satisfaction level with research assistance.

Strategic Link: Relates to Program Goal 6: *To provide massive multi-directional communication*

Louisiana: *Vision 2020* Link: Relates to Objective 3.1: *To increase personal income and the number and quality of jobs in each region of the state*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
14410	K	Percentage of customers rating informational assistance as excellent	Not applicable ¹	Not applicable ¹	90%	90%	90%	90%
14411	K	Percentage of customers rating analysis and forecasting assistance as excellent	Not applicable ¹	Not applicable ¹	90%	90%	90%	90%
14412	S	Number of national survey organizations/reports addressed ³	Not applicable ²	Not applicable ²	Not applicable ²	Not applicable ²	4	4
New	S	Number of national surveys where Louisiana received an improved state ranking	Not applicable ²	Not applicable ²	Not applicable ²	Not applicable ²	2	2

¹ This performance indicator did not appear under Act 12 of 2001 and those not have any prior year standards.

² This is a new performance indicator for FY 2003-2004 and a new activity, therefore there are no prior year standards or prior year actuals. Satisfaction levels will be determined by a survey to be conducted in

³ The name of this indicator has been revised from "Number of educational meetings with national business climate report" to "Number of national survey organizations/reports addressed" for clarity. The method of calculation has not been changed.

DEPARTMENT ID: Department of Economic Development
 AGENCY ID: 05-252 Office of Business Development
 PROGRAM ID: Program A: Business Services

9. (KEY) Through the Film and Video Commission, to facilitate the direct economic impact of the film and video industry on the state at \$48.3 million.

Strategic Link: Relates to Program Goal 3: *To increase the formation, growth and survival rates of Louisiana-based businesses*

Louisiana: Vision 2020 Link: Relates to Objective 3.5: *To preserve, develop, promote and celebrate Louisiana's natural and cultural assets for their recreation and aesthetic values*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
14436	K	Dollars spent by on-location filming (in millions)	\$48.3 ¹	\$11.0 ¹	\$48.3 ¹	\$48.3 ¹	\$48.3 ¹	\$48.3
New	S	Number of potential projects worked	Not applicable ²	144	Not applicable ²	Not applicable ²	144	144
New	S	Percent of potential projects worked that were developed to production	Not applicable ²	35%	Not applicable ²	Not applicable ²	30%	30%
1314	S	Number of full-length productions shot in Louisiana	11	2	11	11	11	11
1315	S	Number of other (commercials, documentaries, still photography, music videos) film and video activities shot in Louisiana	43	66	43	43	66	66
1318	S	Total number of shooting days	403	365	403	403	403	403

¹ Prior year figures included industry-standard economic impact multipliers and standards were set using historical data. Actual performance included only documented dollars spent. FY 2001-2002 actual

² This performance indicator measures progress toward a new initiative that begins in FY 2002-2003. The indicator did not appear under Act 12 of 2001 and does not have any prior year performance standards.

DEPARTMENT ID: Department of Economic Development

AGENCY ID: 05-252 Office of Business Development

PROGRAM ID: Program A: Business Services

10. (KEY) Through the Louisiana Music Commission (LMC), to maintain the ratio of state investment to music industry economic impact at 9:1.

Strategic Link: Relates to Program Goal 3: *To increase the formation, growth and survival rates of Louisiana-based businesses**Louisiana: Vision 2020* Link: Relates to Objective 3.5: *To preserve, develop, promote and celebrate Louisiana's natural and cultural assets for their recreation and aesthetic values*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
14433	K	Dollars generated for each dollar spent	Not applicable	\$9	\$9 ¹	\$9 ¹	\$9	\$9
10270	S	Number of stakeholders/customers assisted	Not applicable	Not available	750	750	750	750
14434	S	Number of web-site hits ²	Not applicable	Not available	12,000	12,000	12,000	12,000

¹ The FY 2002-2003 performance standard was set at the 10-year median.² The value is based on the LMC's current experience of approximately 33 hits per day.

DEPARTMENT ID: Department of Economic Development

AGENCY ID: 05-252 Office of Business Development

PROGRAM ID: Program A: Business Services

11. (KEY) Through the International Services activity, to support the cluster based economic development efforts of the Department by providing and coordinating assistance, guidance and resource access to ensure effective marketing of Louisiana as the place to establish and/or grow 600 international business investment opportunities and develop international trade opportunities for 300 Louisiana businesses.

Strategic Link: Relates to Program Goal 3: *To increase the formation, growth and survival rates of Louisiana-based businesses*Louisiana: *Vision 2020* Link: Relates to Objective 3.1: *To increase personal income and the number and quality of jobs in each region of the state*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
15407	K	Number of global companies contacted and assisted with investment opportunities	Not applicable ¹	Not applicable ¹	Not applicable ¹	300 ²	600	600
15408	K	Number of trade opportunities developed for Louisiana businesses	Not applicable ¹	Not applicable ¹	Not applicable ¹	150 ²	300	300
15409	K	Collaborations with Cluster Directors in identifying export opportunities for cluster companies	Not applicable ¹	Not applicable ¹	Not applicable ¹	18 ²	36	36

¹ This is a new performance indicator and a new activity for FY 2002-2003, therefore, there are no prior year standards.

² The Director will develop and secure international trade and investment opportunities that are driven by the cluster initiatives currently underway within the Department. The performance standards are based on 6 months of activity.

DEPARTMENT ID: Department of Economic Development

AGENCY ID: 05-252 Office of Business Development

PROGRAM ID: Program A: Business Services

12. (KEY) Through the Military Services activity, to support the cluster based economic development efforts of the Department by providing assistance, guidance and resource access to enhance the attractiveness for, and ensure the sustainability of, all military installations in Louisiana through 8 collaboration initiatives and assisting 35 companies in developing defense-related contract opportunities for Louisiana products/services.

Strategic Link: Relates to Program Goal 3: *To increase the formation, growth and survival rates of Louisiana-based businesses*

Louisiana: *Vision 2020* Link: Relates to Objective 3.1: *To increase personal income and the number and quality of jobs in each region of the state*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
15405	K	Collaborations with congressional and state leaders and military communities to design and execute programs to ensure sustainability of all military installations and to enhance defense-related business opportunities with military installations	Not applicable ¹	Not applicable ¹	Not applicable ¹	8 ²	8	8
15406	K	Louisiana companies assisted in developing defense contract opportunities for Louisiana products/services	Not applicable ¹	Not applicable ¹	Not applicable ¹	25 ²	35	35

¹ This is a new performance indicator and a new activity for FY 2002-2003, therefore, there are no prior year standards.

² The Director will collaborate with federal and state leaders, the Governor's Military Advisory Board, and military communities to increase defense-related business opportunities in the state. The performance standards are based on 6 months of activity.

DEPARTMENT ID: Department of Economic Development

AGENCY ID: 05-252 Office of Business Development

PROGRAM ID: Program A: Business Services

13. (KEY) Through the Microenterprise (TANF) Initiative, to assess 713 individuals for entrepreneurial readiness; to provide training to 405 individuals; to provide loans for 40 microentrepreneurs, and to have 50 business startups or expansions.

Strategic Link: Relates to Program Goal 3: *To increase the formation, growth and survival rates of Louisiana-based businesses*Louisiana: *Vision 2020* Link: Relates to Objective 3.1: *To increase personal income and the number and quality of jobs in each region of the state*

Children's Budget Link: N/A

Other Link(s): N/A

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
15410	K	Number of individuals assessed for entrepreneurial readiness	Not applicable ¹	Not applicable ¹	Not applicable ¹	475	475	713
15411	S	Number of individuals provided training	Not applicable ¹	Not applicable ¹	Not applicable ¹	270	270	405
15412	S	Number of microentrepreneurs obtaining loans	Not applicable ¹	Not applicable ¹	Not applicable ¹	30	50	40
15413	K	Number of business startups or expansions	Not applicable ¹	Not applicable ¹	Not applicable ¹	50	50	50

¹ This is a new performance indicator and a new activity for FY 2002-2003, therefore there are no prior year standards of actuals.